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REPORT NO. 4

ANALYSIS
OF
THE MUSKOKA REGION
TRAVEL SURVEY

FALL, 1964

THE DEPARTMENT OF TOURISM AND INFORMATION
PROVINCE OF ONTARIO, PARLIAMENT BUILDINGS, TORONTO, CANADA
HON. J.A.C. Auld, Minister

A.S. Bray, Deputy Minister

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ANALYSIS
OF
THE MUSKOKA REGION
TRAVEL SURVEY

FALL, 1964

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ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
September, 1965



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SUMMARY OF DATA OBTAINED FROM THE MUSKOKA REGION SURVEY
 (September 15 to October 15, 1964)

No. of Muskoka Region passenger cars	50,556
No. of Muskoka Region tourist-visitors	161,779
Total expenditure	\$ 5.9 million
Duration of visit	4.3 days
Size of party	3.2 persons
No. of tourist-days	695,650
Expenditures, per person, per stay	\$ 36.68

Expenditures, per person, per day for respondents who used hotel -	\$ 10.52
Expenditures, per person, per day for respondents who used motel -	\$ 12.21
Expenditures, per person, per day for respondents who used cottage or cabin -	\$ 7.09
Expenditures, per person, per day for respondents who used friend's home -	\$ 8.25
Expenditures, per person, per day for respondents who used trailer camp, campsite, or youth hostel -	\$ 6.58
Expenditure per person, per day -	\$ 8.53

Expenditures, per party, per day, for respondents who used hotel -	\$ 33.65
Expenditures, per party, per day, for respondents who used motel -	\$ 39.08
Expenditures, per party, per day, for respondents who used cottage or cabin -	\$ 22.69
Expenditures, per party, per day, for respondents who used friend's home -	\$ 26.41
Expenditures, per party, per day, for respondents who used trailer camp, campsite, or youth hostel -	\$ 21.06
Expenditures, per party, per day - \$ 27.29(average)	

Expenditures, per party, per stay (for hotel) -	\$165.88
Expenditures, per party, per stay (for motel) -	\$112.55
Expenditures, per party, per stay (for cottage or cabin) -	\$146.38
Expenditures, per party, per stay (for friend's home) -	\$127.83
Expenditures, per party, per stay (for trailer camp, campsite, or youth hostel) -	\$107.63
Expenditures, per party, per stay - \$117.35(average)	

MUSKOKA REGION TRAVEL SURVEY

(Period September 15 to October 15, 1964)

MUSKOKA REGION TRAVEL SURVEY

(Period September 15 - October 15, 1964)

It is proposed in this report to condense the principal data revealed by the Muskoka Region Survey, and to compare several tables of information in order to bring out new aspects on tourist data.

Table No. 1 of the Muskoka Region Survey(*) shows that vehicles visiting the Muskoka Region during the period September 15 - October 15, were estimated to number 50,556. (Mr. Gordon Lusty, Vice-President of McDonald Research Limited, considers that although the above figure is not absolutely reliable, as an estimate, it may be used).

Table No. 137 indicates "Total Expenditures by All Respondents". A weighted average of total expenditure per respondent was calculated using this table as a base. This average amounts to \$117.35. According to Mr. Lusty, this figure would be higher in summer because the incidence of respondents vacationing with school-age children is higher and therefore the average expenditure per respondent is higher.

(*) In the report, we refer to two types of tables - some designated by Arabic numbers (1,2,...57, etc.) and others by Roman numerals (I,II,III, etc.). The first are the original tables included in the Muskoka Region Survey and the second have been prepared by the Travel Research Branch.

Multiplying the estimated number of passenger vehicles visiting the area, and the average total expenditure per respondent, total expenditure by all visitors is estimated as follows:-

<u>Passenger Cars Visiting the Area (See Table 1)</u>	<u>Average Total Expenditure per Respondent (See Table 137)</u>
50,556	X
$= \$5,932,746$	

Total expenditure by tourists and visitors
in the Muskoka Area, period September 15
to October 15, 1964

Multiplying this total by 8, we obtain the following
estimate for the annual tourist expenditure in the
Muskoka area:

$$\$5,932,746 \times 8 = \$47,461,968$$

(Mr. McHattie suggested using the factor 8
to arrive at annual expenditure. Further
research will be done on this factor.)

The amount of 47 million is probably an underestimate
because of the fact that the average total expenditure
per respondent is higher in Summer than in the Fall.

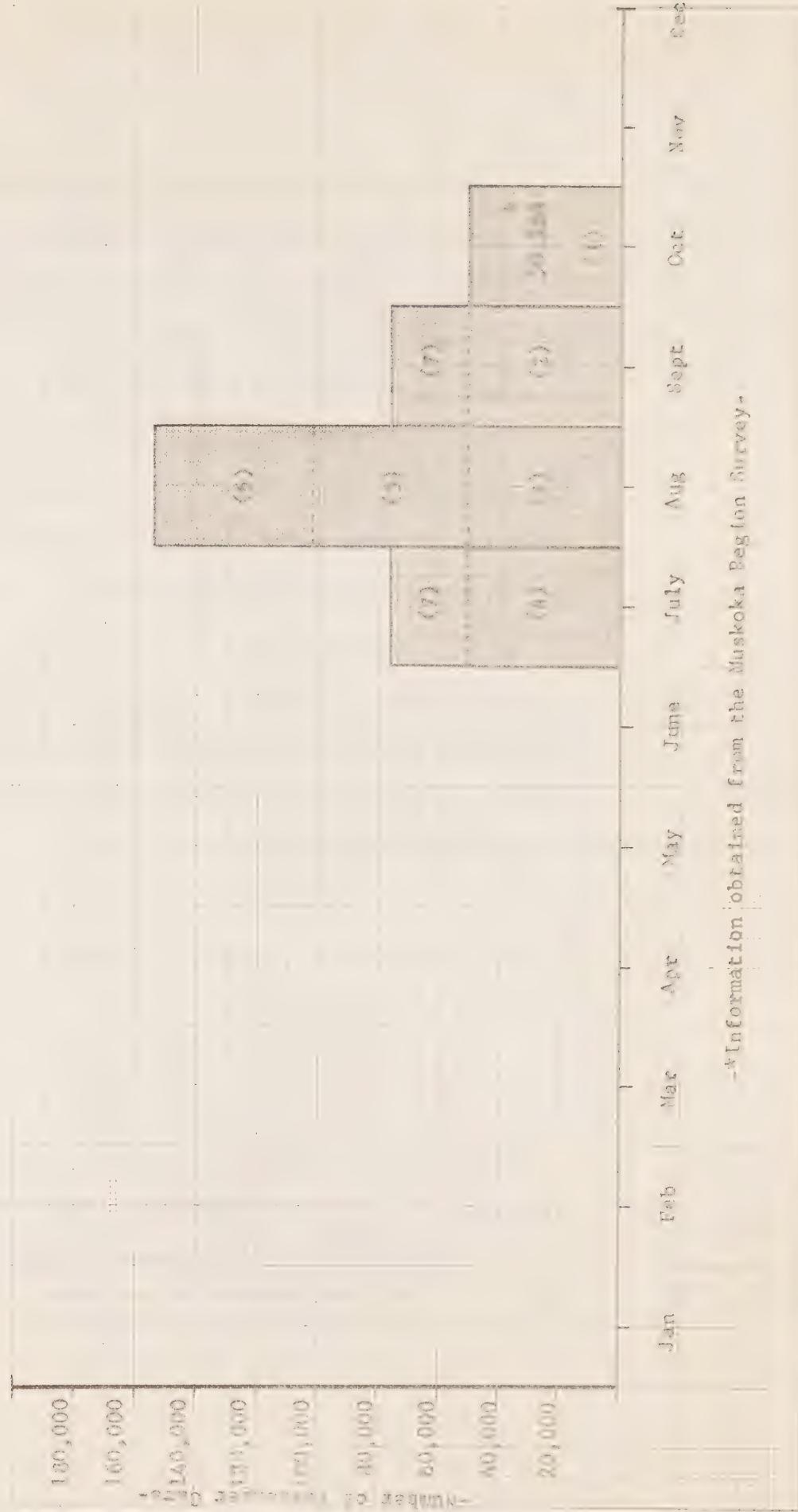
From our records we know there are 513 establishments (hotels, motels, campsites, etc.) in the Muskoka area. Considering these establishments as a kind of barometer of tourist activity, and for theoretical reasons, we may allocate all tourist expenditure to them, thus arriving at an average annual expenditure per establishment:-

<u>Total Annual Tourist Expenditure in Muskoka Area</u>	<u>Number of Tourist Establishments</u>
\$47,461,968	÷ 513 = \$92,518

In Chart No. 1, an attempt was made to explain the factor 8. It was agreed by Mr. McHattie and by Mr. D.A. Stone, Regional Supervisor of the Muskoka Area, that the tourist in-flow between July 15 and August 15 was three times higher compared with the period September 15 to October 15. Obviously, the period from August 15 to September 15 would be lower than the period between July 15 to August 15, but higher than the period between September 15 and October 15. We estimate it amounts to 150% of the basic period (September 15 to October 15).

GRAPH 1

PASSENGER CARS VISITING MUSKOKA AREA
BY PERIODS
(Estimation of the Factor 8)



*Information obtained from the Muskoka Region Survey

As is demonstrated on the graph, the entire period June 15 to October 15 adds up to seven factors. The remaining factor is distributed throughout the rest of the year. We see, therefore, that applying factor 8 to the basic period (September 15 - October 15) is a conservative estimate.

Further research will be done on this factor, not only for the Muskoka Area but also for other areas in order to project graphs on tourist activity (frequency of tourist visits during the year) in all tourist regions. It is obvious that from the similar information (number of passenger cars visiting and average total expenditure per respondent), total tourist expenditure for all Ontario regions could be estimated.

Chart No. 2 discloses the origin of projected "out-of-area" passenger vehicles. It is interesting to note that South-Central Ontario (mainly Metro-Toronto) is credited with 74% of all passenger vehicles. All other origins, in which visitors from the U.S. are included, represent only 6 per cent of visitors. According to Mr. Lusty, the percentage of U.S. visitors is considerably higher in summer.

GRAPH 2

ORIGIN OF PROJECTED "OUT-OF-AREA"
PASSENGER VEHICLES

1

2

3

4

5

6

7

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10

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22

23

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31

32

33

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41

42

43

44

45

46

47

48

49

50

-Projected Number of Passenger Vehicles-

40,000

30,000

20,000

10,000

All other origins

Ontario unspecified

Southwestern Ontario

Southwestern Ontario

Northern Ontario

origin

Table 5 shows "Time Away from Home by All Respondents" and Table 17, "Length of Stay in the Muskoka Region by All Respondents". Unfortunately, the two tables cannot be compared because in each table, different classifications were used. Also, there is inconsistency in the frequencies in each classification.

A fairly detailed analysis of Table 17 was made. The weighted average "length of stay" was calculated to arrive at 4.3 days. In addition, the average length of stay was calculated for respondents who used different types of accommodation, as follows:-

<u>Type of Accommodation</u>	<u>Average Length of Stay</u>
Hotel/holiday resort	4.93
Motel room	2.88
Cottage or cabin	6.45
Friend's home	4.84
Trailer camp, campsite, or youth hostel	5.11

The marked difference in average length of stay in motel or cottage is obvious.

A new element was brought into the analysis of "Length of Stay". This is "tourist-days".

Table 17 shows "Length of Stay" and "Number of Respondents". From this table, it is easy to calculate the number of tourist-days.

Table I indicates the comparison between the number of respondents and number of tourist-days. It is interesting to note that 26% of the respondents who stayed more than five nights accumulated approximately 70% of tourist-days. There is no need to emphasize the economic importance of tourist-days.

Chart No. 3 brings out these aspects even more clearly.

TABLE I

LENGTH OF STAY IN THE MUSKOKA REGION BY ALL RESPONDENTS
SHOWING TOURIST-DAYS AND TOTAL TOURIST EXPENDITURE

Length of Stay	Number of respondents in per cent	Number of tourist-days in per cent	Total tourist expenditure in per cent
Less than 3 hours	4	0.06	0.02
3 hours to 1 day - not overnight	12	1.42	0.43
1 night	19	4.50	5.39
2 - 4 nights	35	24.81	26.09
5 - 10 nights	13	23.06	24.82
More than 10 nights	13	46.15	43.25
Did not stop - passed through	2	-	-
Did not state	2	-	-
TOTAL		100.00%	100.00%
			100.00%

GRAPH 3

LENGTH OF STAY IN THE MUSKOKA REGION
BY ALL RESPONDENTS
SHOWING TOURIST-DAYS

(Weighted Average Length of Stay - 4.3 Days)

-Per cent of Tourist-Days-

50
40
30
20
10

-Per cent of Respondents-

50
40
30
20
10

more than
10 nights
10 nights
did not
stop
state

more than
10 nights
10 nights
did not
stop
state

more than
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state

Length of Stay

Table 20 indicates "Type of Accommodation Used by Respondents" and choice of accommodation was as follows:-

<u>Type of Accommodation Used</u>	<u>Number of Respondents</u>	<u>Per Cent</u>
Hotel/holiday resort	108	15.34%
Motel	175	24.86
Cottage or cabin	238	33.81
Friend's home	120	17.04
Trailer camp, campsite or youth hostel	63	8.95
	—	—
Total:	704	100.00%

The report covering the survey of the Atikokan Region shows that 40.56% of respondents used hotel and motel, 39.94% used cottage, cabin or friend's home, and 19.50% used trailer camp, campsite, or youth hostel.

Comparing these figures with those of the Muskoka Region survey, it can be seen that they are essentially the same, except for the fact that the percentage of respondents using cottage or friend's home is higher in the Muskoka area. The

percentage of respondents using trailer camp, campsites, or youth hostels, is lower in the Muskoka area. This is due to the late period of the year.

Summarizing, we can say that the respondents use (according to the Muskoka and Atikokan Surveys) the following accommodation:-

40% - Hotel, motel or holiday resort

40 - 50% - Cottage, cabin, or friend's home

10 - 20% - Trailer camp, campsite, or youth hostel

The last two vary according to the period of year, there being more use of trailer camp, campsites and youth hostels in summer than in other periods of the year.

As mentioned previously, the average length of stay for all types of accommodation was calculated. Using these averages, the number of tourist-days was projected for each type of accommodation and the comparison between the number of respondent and tourist-days is shown in Table II and Chart 4.

Two aspects are relevant: firstly, motels were used by approximately 25% of respondents but they accumulated only 14½ tourist-days; secondly, cottages or cabins were used by 33.8% of respondents, but they represent 44.2% of tourist-days.

In other types of accommodation the frequency of tourist use is matched by proportionate length of stay.

Table 18 shows that 19.3% of respondents made their first trip to the Muskoka Area during the period September 15 - October 15, indicating a high note of permanency for that area.

Table 19 discloses that the respondents visited the following zones:-

<u>Zone</u>	<u>Number of Respondents</u>	<u>Per cent</u>
1	136	15.01%
2	332	36.64
3	309	34.11
4	<u>129</u>	<u>14.24</u>
Total:	906	100.00%

Note: Zone 1 includes - Windermere, Port Sandfield, Port Sydney, Bala and Rosseau
Zone 2 " - Bracebridge and Gravenhurst
Zone 3 " - Huntsville, Dorset, Baysville and Dwight
Zone 4 " - Algonquin Park

TABLE II
TYPE OF ACCOMMODATION USED BY RESPONDENTS
SHOWING TOURIST-DAYS AND TOTAL TOURIST EXPENDITURE

Type of Accommodation	Number of respondents in per cent	Number of tourist-days in per cent	Total tourist expenditure in per cent
Hotel/holiday resort	15.34	15.31	19.26
Motel	24.86	24.86	20.95
Cottage or cabin	33.81	44.19	36.04
Friend's home	17.04	16.72	16.72
Trailer camp, campsite, or youth hostel	8.95	9.27	7.03
TOTAL		100.00%	100.00%

GRAPH 4

TYPE OF ACCOMMODATION USED BY RESPONDENTS
SHOWING TOURIST-DAYS



Table 21 gives the ages of respondents, as follows:-

<u>Age</u>	<u>Number of Respondents</u>	<u>Per cent</u>
20-34 years	167	24.31%
35-49 years	266	38.72
50 years and over	<u>254</u>	<u>36.97</u>
Total:	687	100.00%

The period September 15 - October 15 is a period during which children are attending school and therefore it is understandable that the older age group is highly represented.

Table 24 includes information on "Primary Reason for Visiting the Muskoka Region". This data is represented graphically on Chart No. 5. An interesting fact is that the longer the stay in the Muskoka Region, the higher the frequency of "just vacationing" was mentioned. Respondents who stayed one night or less quoted the "Cavalcade of Colour" frequently as their primary reason for visiting. (For more detail, see Table 27).

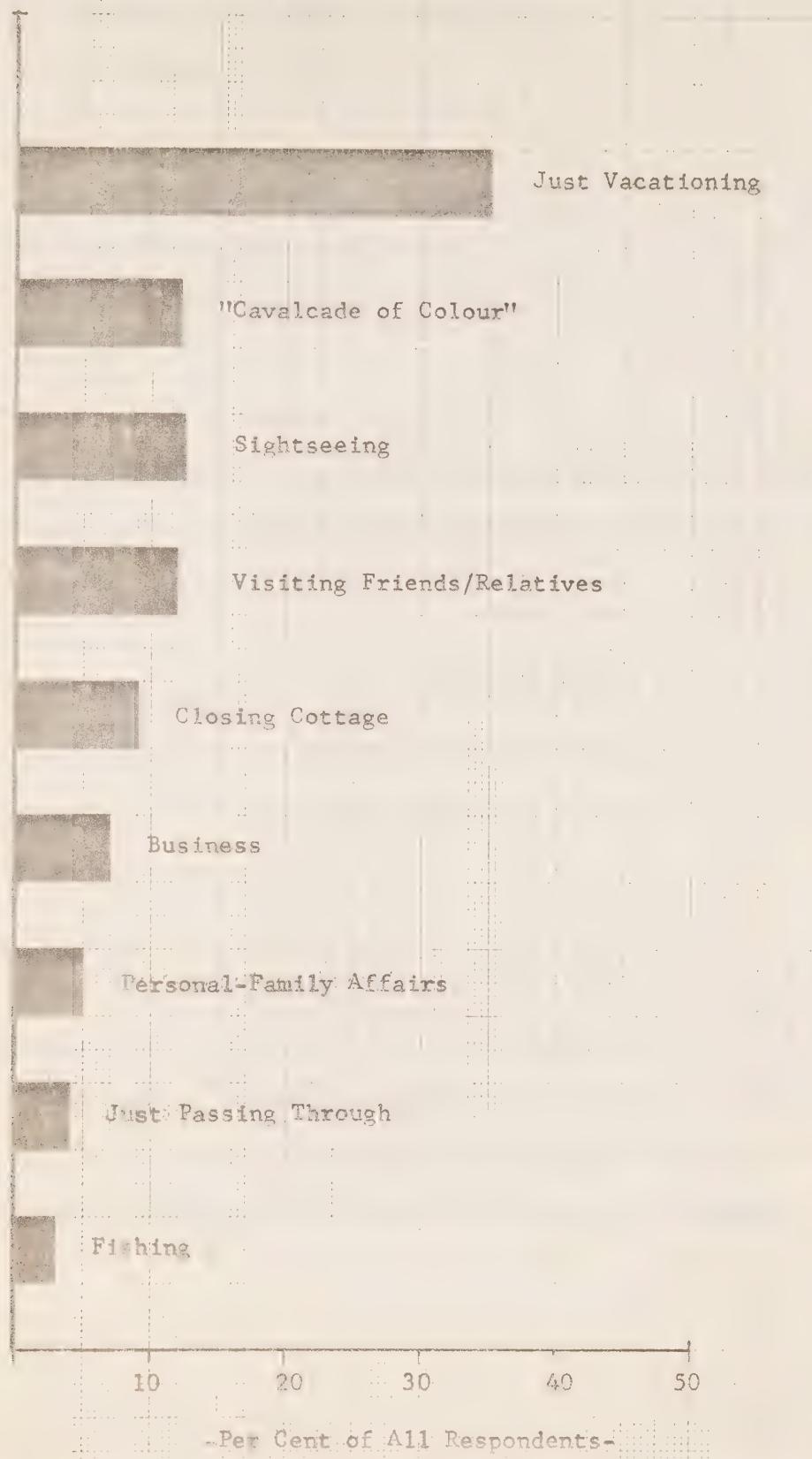
Table 31 shows "Communities Visited by Respondents". The relevant feature of this aspect of analysis is that the longer the stay, the more communities were visited.

Tables 37 - 42 analyse how the various facilities were used by respondents. These were used extensively, particularly by those in the youngest age group (20-34 years). The length of stay in the area did not have any effect on the number of facilities used, only those who made their first trip used fewer facilities on the whole, probably because of lack of familiarity with the facilities available to them.

Respondents who used hotel and holiday resort or motel room accommodation, used fewer facilities than those respondents who used other types of accommodation.

PRIMARY REASON FOR VISITING
THE MUSKOKA REGION
BY ALL RESPONDENTS

GRAPH 5



Tables 43-48 refer to recreational activities undertaken by respondents.

It is to be expected that respondents who visited the Muskoka Region previously would undertake more recreational activities than other respondents, especially swimming and fishing.

Respondents who visited Algonquin Park undertook photography of the "Cavalcade of Colour" more frequently than other respondents.

Respondents who stayed in trailer camp, campsite or youth hostel, and respondents between 20 and 34 years of age, undertook considerably more recreational activities than other respondents.

It appears that respondents who stayed in the Muskoka Region only one night were attracted mainly because of the "Cavalcade of Colour" and subsequent interest in photography. On the other hand, respondents who stayed longer than one night, undertook more travelling, fishing and swimming.

RESPONDENT'S RATINGS

One of the most interesting sections of the Muskoka Region Travel Survey (1964) is the section dealing with ratings of area services.

Table III shows respondents' rating of the various services. Chart No. 6 shows positive ratings on one side and negative ratings on the other. From the two, we can easily deduce that ratings of hotel accommodation, service stations, and attitude of local people to visitors are indeed very high, and that the quality of restaurant foods and services are lower, but still acceptable. Only 57% of all respondents (589) considered that local prices, goods and services were good, the remaining 43% considered them only "fair", "poor", or even "terrible".

The lowest positive ratings were found in connection with entertainment facilities and beverage rooms. Ten per cent of respondents considered beverage rooms "terrible" and 22 per cent of respondents considered them "poor".

Entertainment facilities were rated slightly better, but still there were 4% of respondents who considered them "terrible" and 16% who considered them "poor".

There is no doubt that entertainment facilities and beverage rooms in this vacation area should be improved, as today's sophisticated vacationer expects such facilities as a matter of course.

There is a correlation between high positive ratings and the per cent of replies from respondents. In other words, service stations have been rated positively by 85% of respondents, and the incidence of respondents approached who replied to that particular question was 89%. In the other extreme, beverage rooms have been rated very low; only 38% of respondents rating them positively and the incidence of replies was 21% of all respondents approached.

MUSKOKA REGION TRAVEL SURVEY - 1964

TABLE III
RESPONDENTS' RATINGS OF

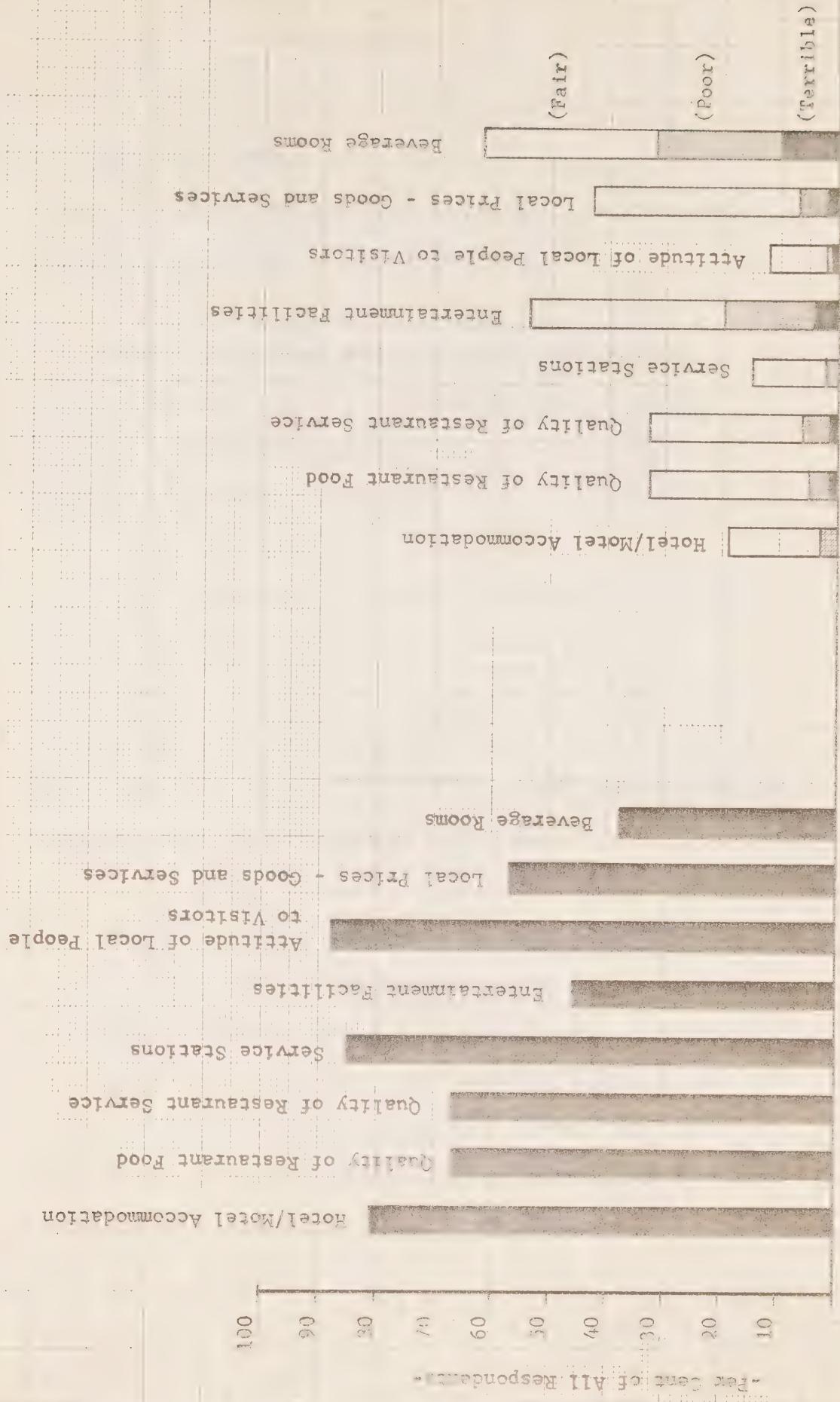
Rating	PER CENT OF ALL RESPONDENTS	Attitude of Local People Towards Visitors					
		Local Prices	of Goods and Services	Beverage	Rooms	Entertainment Facilities	Service Stations
Excellent	30	14	11	22	10	34	6
Good	51	53	56	63	36	54	51
Fair	17	28	27	13	34	10	36
Poor	2	4	5	2	16	1	5
Total	100%	100%	100%	100%	100%	100%	100%
Negative Rating	100%	100%	100%	100%	100%	100%	100%
Terrible	*	1	1	*	4	1	2
Overall:	100%	100%	100%	100%	100%	100%	100%
No. of respondents	714	714	569	639	248	607	589
							151

* Less than 1%

MUSKOKE REGION TRAVEL SURVEY - 1964

RESPONDENTS' RATINGS OF AREA SERVICES

GRAPH 6



The ratings shown on Table III and Chart 6, refer to all respondents without taking into consideration their length of stay in the area, zones visited, type of accommodation used, or age, of any of the respondents.

Further study shows there is very little variation from the average. Chart 7 indicates that the dispersion from the average is low and the highest is in the rating "quality of restaurant services".

It is interesting to note that the highest rating of all was given on the quality of restaurant services by respondents who visited the area for the first time. At the same time, the lowest positive rating of all was passed on the same type of service by 29 respondents who used trailer camp, campsite, or youth hostel facilities.

The grand total of positive ratings is illustrated in Chart 8. The highest total positive rating of all services was given by respondents whose age was 50 years or older. The second highest was given by respondents making their first trip to the Muskoka Region during this period. The third highest rating was given by respondents staying only one night in the area.

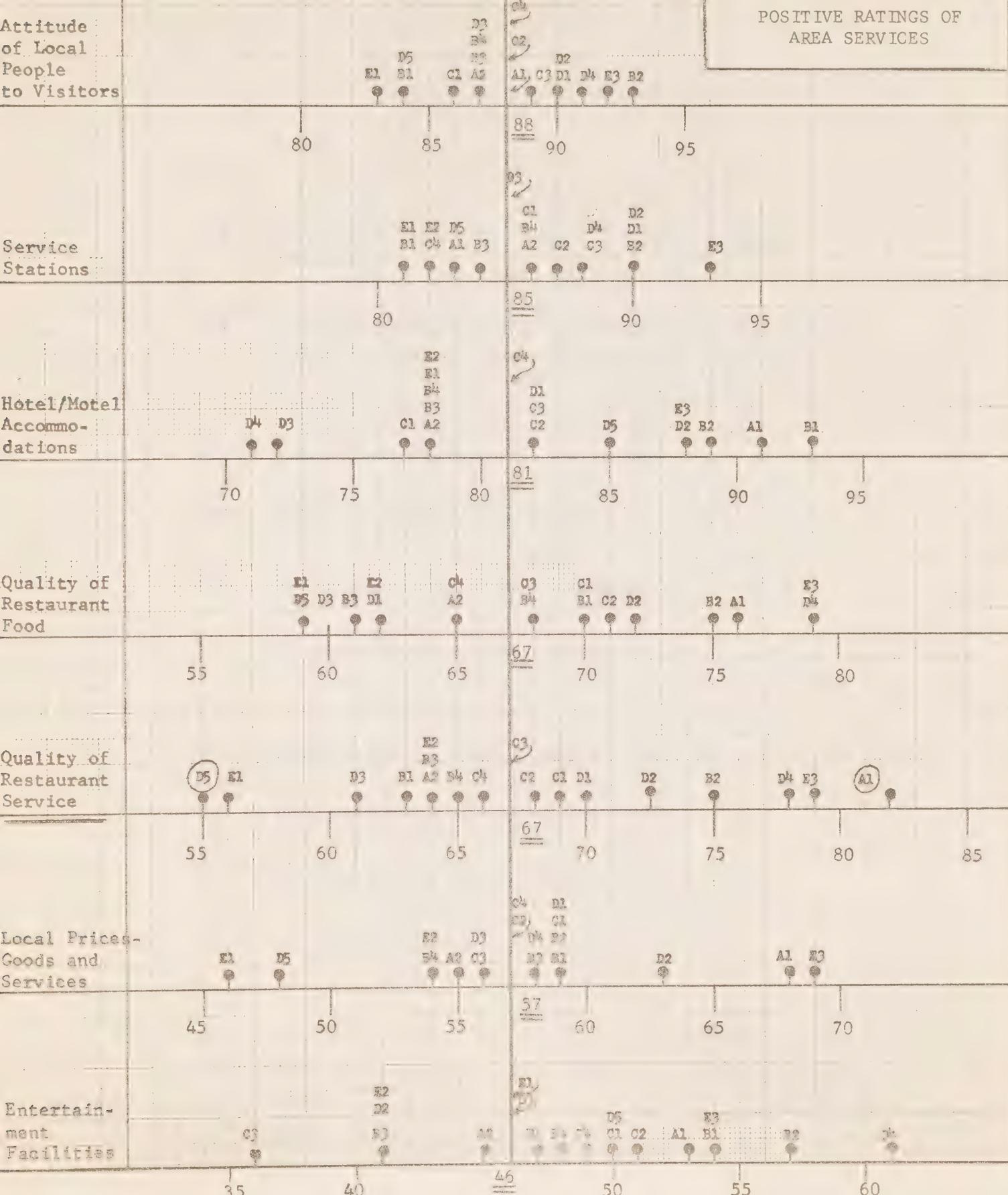
The lowest total positive rating was given by respondents whose age was 20 to 30 years; the second lowest rating by respondents who used trailer camp, campsite, or youth hostel accommodation, and the third lowest by respondents who used cottage or cabin accommodation. It is emphasized and clearly shown on Chart 8 that the variation between the highest total positive rating (554) and the lowest (449) is not very significant.

SERVICES

AVERAGE

GRAPH 7

POSITIVE RATINGS OF AREA SERVICES



-Percentage of Positive Respondents-

*See Code (Over)

POSITIVE RATINGS OF AREA SERVICES

CODE

- A1 Respondents who made first trip period September 15 - October 15
- A2 Respondents who visited previously period September 15 - October 15

- B1 Respondents who stayed 1 day or less
- B2 Respondents who stayed 1 night
- B3 Respondents who stayed 2-4 nights
- B4 Respondents who stayed 5 or more nights

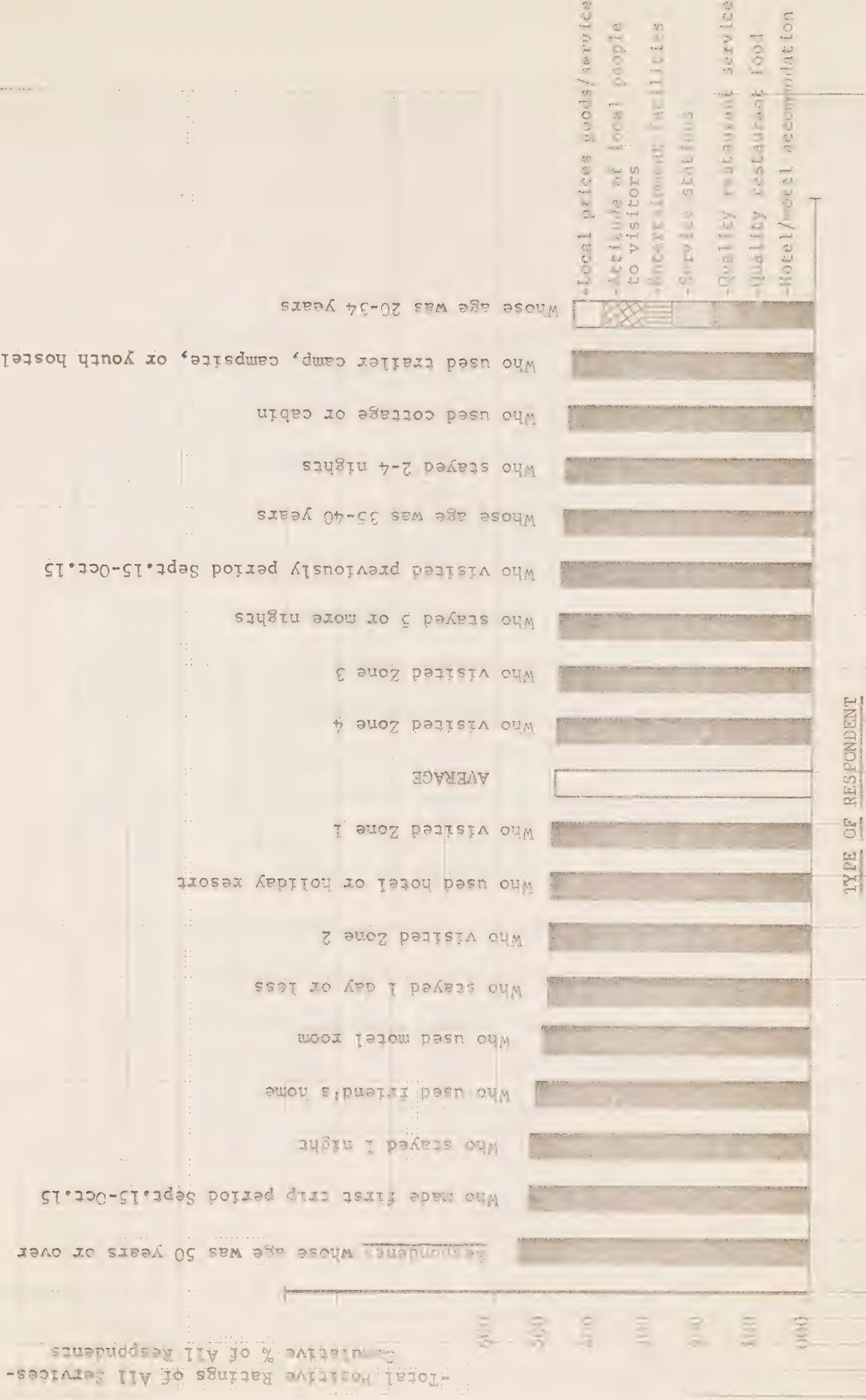
- C1 Respondents who visited Zone 1
- C2 Respondents who visited Zone 2
- C3 Respondents who visited Zone 3
- C4 Respondents who visited Zone 4

- D1 Respondents who used hotel or holiday resort
- D2 Respondents who used motel room
- D3 Respondents who used cottage or cabin
- D4 Respondents who used friend's home
- D5 Respondents who used trailer camp, campsite, or youth hostel

- E1 Respondents whose age was 20-34 years
- E2 Respondents whose age was 35-49 years
- E3 Respondents whose age was 50 years or over

POSITIVE RATINGS OF MUSKOKA AREA SERVICES
BY TYPE OF RESPONDENT

GRAPH 8



Frequency of the first trip taken during the period September 15 - October 15, 1964, was as follows:-

<u>First Trip</u>	<u>% of All Respondents</u>
Yes	19
No	78
Did not state	<u>3</u>
	100%

Further breakdown discloses that a considerably higher proportion of all respondents who stayed in the Muskoka Region one night or less were making their first trip, compared to respondents who stayed two nights or more, and also that only 10% of those respondents who used a cottage, cabin, or friend's home, were making their first trip to the Muskoka Region during the period September 15 - October 15.

This latest information indicates that those tourists who go to the Muskoka Region for the first time tend to go to hotels, motels, or holiday resorts. Later, when they are acquainted with the area, they tend to rent or buy a cottage. This is probably the same throughout Ontario.

Table 98 exhibits the attractions visited by all respondents:-

<u>Attractions Visited</u>	<u>% of All Respondents</u>
Algonquin Park	30%
Dyer Memorial	3
Santa's Village	8
Hidden Valley	11
Historic Sites	13
Museums	11
Lookouts	22
Cavalcade Pageant	12
Did not state	<u>49</u>
 Total:	159%

Columns add to more than 100% because some of the respondents visited more than one attraction.

Closer examination (Table 101) reveals that respondents who used a trailer camp, campsite, or youth hostel, visited considerably more attractions than respondents who used other types of accommodation.

Tables 103-108 deal with respondents' previous awareness of "Cavalcade of Colour" and Tables 115-120 with their appreciation of more advertised notice of "Cavalcade of Colour." Due to the fact that these data refer to two aspects of the same problem, they were analysed together. It is unfortunate that they were not placed consecutively in the original survey.

Chart 9 shows the main aspect of these statistics. Notably, that 78% of respondents had heard of the "Cavalcade of Colour" before their visit to the Muskoka Region and that 62% of respondents would have appreciated more publicity on this event. Taking into account that in both cases the respondents are the same persons, it is evident that a considerable portion of those already familiar with the "Cavalcade of Colour" would appreciate more notice. Apparently, the respondents' interest in and anticipation of this event warrants the use of additional promotion. If this is confirmed by other reports, it would also apply to similar events or sites throughout Ontario - e.g., Niagara Falls, or the Macdonald-Cartier By-pass in Metropolitan Toronto. This latter, when completed, will be one of the most outstanding in Ontario and should be fully publicized.

Chart 9 shows replies by all respondents and the results are not complementary. However, when all data are examined, there are some complementary aspects.

	<u>Respondents who did not hear of "Cavalcade of Colour" before</u>	<u>Respondents who would appreciate more notice of "Cavalcade of Colour"</u>
Made first trip period September 15 - October 15	45%	73%
Visited previously period September 15 - October 15	14%	62%

Lack of previous awareness of the "Cavalcade of Colour" was high among those respondents visiting the Muskoka Region for the first time, and also high was the desire for more information prior to the event. Conversely, those who had visited the Muskoka Region previously during this period, were more aware of the event and had less desire for additional prior information.

RESPONDENTS' PREVIOUS AWARENESS OF
"CAVALCADE OF COLOUR"

and

APPRECIATION OF MORE ADVERTISEMENT
OF THIS EVENT

GRAPH 9

Heard of "Cavalcade
of Colour" Before
Would Appreciate More
Advertised Notice of
"Cavalcade of Colour"

No

Yes

No

Yes

No

Yes

No
Did Not
State

Yes
No
Did Not
State

Percent of All Respondents

60

40

20

Respondents who stayed only one night in the area, and those tourists who used motel, trailer camp, campsite or youth hostel, were also complementary with regard to notice of "Cavalcade of Colour".

Satisfaction or disappointment with foliage by respondents was analysed in Tables 109-114. Seventy-six per cent of all respondents were satisfied with the foliage, 13 per cent were disappointed, and 11 per cent did not state.

A somewhat higher proportion of respondents who had visited previously during the period September 15 - October 15 expressed disappointment with the foliage than respondents making their first trip. Tourists who stayed only one night in the Region expressed higher satisfaction with the foliage than those who stayed other lengths of time.

Table 121 reveals that 80% of respondents plan to visit the Muskoka Region again during the colour season, 10% did not plan to do so, and the remaining 10% did not state.

The tendency to visit again is higher between those who visited the Muskoka Region previously during this period of year,

compared with those making their first trip. Only 68% of those who stayed in the Muskoka Region 1 day or less plan to visit the Muskoka Region again during the colour season. The percentages for other groups are higher.

One-quarter of all respondents claimed to own a cottage, cabin or other dwelling in the Muskoka Region. Such ownership occurred among various groups as follows:-

5% of "first time visited in Fall"

30% of repeat visitors

28% of visitors to the Bala-Rosseau area

26% of visitors to the Bracebridge-Gravenhurst area

24% of visitors to the Huntsville-Dorset area

16% of visitors to Algonquin Park

26% of visitors who stayed 2-4 nights

40% of visitors who stayed 5 or more nights

50% of those who used cottages or cabins on this trip

TOURIST EXPENDITURE IN MUSKOKA REGION

(September 15 - October 15, 1964)

Statistical information on tourist expenditure in the Muskoka Region is exhibited in Tables 133-140. Taking into account the fact that economic factors are of the greatest importance, a detailed analysis of the data was made.

From data in Table 137, "Average Total Tourist Expenditure" for respondents using different types of accommodation, was calculated. (See table below).

From Table 20, the "Average Length of Stay" was extracted. (This is also included in the table below).

TYPE OF ACCOMMODATION

	Hotel/ Holiday Resort	Motel Room	Cottage or Cabin	Friend's Home	Trailer camp, campsite, or youth hostel
(1) Average Total Tourist Expenditure (per party)		\$165.88	\$112.55	\$146.38	\$127.83
(2) Average Length of Stay (in days)		4.93	2.88	6.45	4.84
(3) $\frac{(1)}{(2)} = (3)$ <u>Average Tourist Expenditure per Day (per party)</u>		\$ 33.65	\$ 39.08	\$ 22.69	\$ 26.41
					\$ 21.06

From Table 20 Tourist-Days were calculated for each type of accommodation and each classification of length of stay. These data are shown on Table IV.

Multiplying each number from Table IV with the corresponding tourist expenditure per day, the total tourist expenditure in the Muskoka Region by type of accommodation and length of stay was obtained. Results are shown on Table V, and Chart 10. The latter two are extremely relevant, as they show the importance of different types of accommodation, and in each type of accommodation, the length of stay which is economically more productive.

TABLE IV

LENGTH OF STAY IN THE TUSCKA REGION, EXPRESSED IN TOURIST DAYS, BY TYPE OF ACCOMMODATION
AND LENGTH OF STAY

(September 15 - October 15, 1965)

LENGTH OF STAY	TYPE OF ACCOMMODATION				TOTAL
	Hotel/ holiday resort	Motel	Cottage or cabin	Friend's home	
Less than 3 hours	-	0.13	0.13	0.25	-
3 hours to 1 day - not overnight	0.5	1.0	5	5	4.5
1 night	21	75	26	20	9
2 - 4 nights	144	198	264	144	75
5 - 10 nights	180	143	308	127	38
More than 10 nights	180	75	855	285	180
TOTAL	525.5	492.13	1,458.13	581.25	306.5
					3,363.51

TOTAL TOURIST EXPENDITURE IN MUSKOKE REGION BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

(September 15 - October 15, 1964)

TABLE V

LENGTH OF STAY	TYPE OF ACCOMMODATION				TOTAL \$	TOTAL %	Cumulative Percentage
	Hotel/ Holiday Resort	Motel	Cottage or Cabin	Friend's dome			
Less than 3 hours	\$ - % -	5.08 0.01	2.95 0.003	6.60 0.01	- -	14.63	0.02
3 hours to 1 day - not overnight	\$ 16.83 % 0.01	39.08 0.04	113.45 0.12	132.05 0.14	94.77 0.10	396.18	0.43
1 night	\$ 706.65 % 0.77	2,931.00 3.19	589.94 0.64	528.20 0.58	189.54 0.21	4,945.33	5.39
2-4 nights	\$ 4,845.60 % 5.28	7,737.84 8.43	5,990.16 6.53	3,803.0 4.14	1,579.50 1.72	23,956.14	26.09
5-10 nights	\$ 6,057.00 % 6.60	5,588.44 6.09	6,988.5 7.62	3,354.07 3.65	800.28 0.87	22,788.31	24.82
More than 10 nights	\$ 6,057.00 % 6.60	2,931.00 3.19	19,399.95 21.13	7,526.85 8.20	3,790.80 4.13	39,705.60	43.25
TOTAL:	\$ 17,683.08 % 19.26	19,232.44 20.95	33,084.97 36.04	15,350.81 16.72	6,454.89 7.03	91,806.19	100.00
					40.21%	76.25%	

TOTAL TOURIST EXPENDITURE IN THE
MUSKOKA REGION
(September 15 - October 15, 1964)

BY TYPE OF ACCOMMODATION AND
LENGTH OF STAY
(EXPRESSED IN PERCENTAGE)

Total 36.04%

40

35

30

25

20

15

10

5

Total amount of tourist expenditure expressed as a percentage of total tourist expenditure

Total 20.95%

Total 19.26%

Total 16.72%

Total 7.03%

Hotel/Holiday
Resort

Motel

Friend's Home

Trailer camp,
campsite, or
youth hostel

Cottage or
Cabin

The main features disclosed are as follows:-

Respondents who used cottages or cabins spent 36.04% of the total tourist expenditure and those who stayed more than 10 nights in cottages spent 21.13% of the total tourist expenditure. This is the largest single spending group and is responsible for more tourist expenditure than:

- (a) all respondents who used hotels or holiday resorts
- (b) all respondents who used motels
- (c) all respondents who used friend's homes

It is also three times larger than the total expenditure of respondents using trailer camp, campsite, or youth hostel.

Table 127 indicates that 25% of all respondents own a cottage or other dwelling in the Muskoka area. During the period September 15 - October 15, only 71.6% of respondents owning a cottage used their own facilities, the remaining 28.4% used:

Hotel or holiday resort	- 7.2%
Motel	- 6.6%
Friend's home	- 9.6%
Trailer camp, campsite, or youth hostel	- 5.0%

The latter aspect is not too relevant. What should be taken into account is the fact that 25% of respondent-visitors own a cottage in the region and that probably they as a group spent approximately 25% or more of the total tourist expenditure. Owners of cottages or other dwellings are probably the most permanent and reliable customers of the area, indicating the advisability of each Tourist Region promoting the development of large cottage settlements.

TABLE VI

TOTAL TOURIST EXPENDITURE IN MUSKOKA REGION
BY SELECTED GROUPS

(September 15 - October 15, 1964)

LENGTH OF STAY	TYPE OF ACCOMMODATION			TOTAL
	Hotel/ Holiday Resort	Motel	Cottage or Cabin	
<u>Per cent of Total Tourist Expenditure</u>				
2 - 4 nights	5.28%	8.43%	6.53%	20.24%
5 - 10 nights	6.60%	6.09%	7.62%	20.31%
More than 10 nights	6.60%	3.19%	21.13%	30.92%
TOTAL	18.48%	17.71%	35.28%	71.47%

There is no doubt that Table V and Chart 10 could be used for planning development and publicity policies.

Table VI shows the expenditure of selected groups of tourists. Tourists who used hotels, holiday resort, motel, cottage or cabin, and stayed more than two nights, spent 71.4% of all tourist dollars.

Information on tourist expenditure was also included in the third column of Tables I and II to make a comparison with number of visitors and number of tourist-days.

Tables 140-143 reveal demographic data on respondents, the most important being:

- the average number of persons per visiting party in the Muskoka area during September 15 - October 15, 1964, was 3.2
- about one-quarter of respondents (24%) were 34 years of age or less. Older age groups were about equal in importance: 35-49 year age group, 37%; 50 years and over age group, 36%.

Socio-economic groupings of visiting respondents were basically:

1. professional and managerial - 25%
2. sales and clerical workers - 23%
3. skilled workers - 27%

Almost one-third of all respondents claimed to have completed some university education.

S U M M A R Y

No. of Muskoka Region Passenger Cars (Sept.15-Oct.15)	50,556
No. of Muskoka Region tourist-visitors	" 161,779
Total Expenditure	" \$5.9 million
Duration of visit	" 4.3 days
Size of party	" 3.2 persons
No. of tourist-days	" 695,650
Expenditures, per person, per day	" \$ 8.53
Expenditures, per person, per stay	" \$ 36.68
Expenditures, per party, per day	" \$ 27.29
Expenditures, per party, per stay	" \$ 117.35
Number of establishments (Hotels/motels, resorts, cottages cabins, or youth hostels)	513

ESTIMATED YEARLY TOTAL (1964)

Estimated number of tourist-visitors per year	1.29 million
Estimated number of tourist-visitors per establishment	2,521
Estimated annual tourist expenditure	\$47.4 million

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